

Michael McAnalyst

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PROFESSIONAL EXPERIENCE

Associate Consultant, Platinum Consulting Group, San Francisco, CA *Oct 2009 – Jan 2012*

Received highest rating among analysts (top 10%), and selected as one of 10 consultants worldwide to participate in Global Marketing rotation. Focus on technology and Internet companies. Sample Casework:

- Major e-commerce company: created 3-year strategic marketing plan to increase website traffic by 200% and increase sales by 25% annually
 - Conducted 20+ interviews with company marketing managers, industry experts, and leading business school professors to assess the company's current marketing approach and identify industry best practices
 - Managed team of 3 research analysts to survey 200 potential customers on the brands and products they most want to purchase online. Used survey information to develop list of 30 potential product vendors
 - Created forecasting model to quantify the impact of various marketing initiatives (e.g. direct e-mail campaign, discounts to Twitter followers) on Website traffic and revenues
- Fortune 50 computer manufacturer: identified \$20MM annual savings by eliminating ineffective marketing spend
 - Led 3-person team to collect data on top 20 corporate marketing initiatives (85% of marketing spend)
 - Developed financial model to quantify incremental revenue from each marketing initiative
 - Identified 10 low ROI initiatives, and convinced business unit leaders to agree to cut initiatives
 - Presented findings to Chief Marketing Officer and Executive VP in Taipei, Taiwan

Strategy Internship, Hansen & Hansen Healthcare, New York, NY *Summer 2008*

Core member of Stealth RX group, a 10-person start-up within Fortune 500 healthcare company. Stealth RX's objective is to create a new pharmacy business to serve customers at a leading grocery store chain

- Managed 3-person team analyzing a \$1 million investment in manufacturing. Developed financial model to forecast how many pills we would have to sell to break even on investment
- Visited 10 groceries and interviewed 100+ customers on where they typically purchase medicines. Synthesized results and presented to team at quarterly meeting
- Led 100 Hansen & Hansen volunteers to organize July 4th charity event, raising over \$10,000 for HIV research

EDUCATION

University of California, Berkeley, Berkeley, CA *Sept 2005 – June 2009*

- B.A. in International Relations, *summa cum laude* GPA: 3.6 / 4.0
- Overseas study at Cambridge University (int'l economics) and Salamanca University (Spanish language)
- Completed 30 credits at Haas Business School, including marketing, accounting, statistics, and finance

Co-Founder/Project Leader, Golden Bears Environmental Consulting Berkeley, CA *April 2008-May 2009*

- Founded student consulting group providing strategic, financial, and operational recommendations to businesses and non-profits interested in "green" solutions
- Negotiated paid contracts with solar energy company and cleantech fund; in charge of recruiting and training
- Case Team Leader: managed team of five consultants analyzing opportunities in algae biofuels

HONORS AND AWARDS

- Finalist, 2009 Cal Social Entrepreneurship Competition for medical device to remind patients to take medicines
- Selected among 1,000 entrants to be featured on 10-song Cal Rocks CD as singer and guitarist on original song
- National Merit Scholar, Coca-Cola Scholar, and high school valedictorian

OTHER INFORMATION

- **Extensive involvement in non-profit work:** Professional mentor for leadership and public health projects in Tanzania and Malawi; summer internship at economic development non-profit in Portland, OR
- **Computer experience:** Python, Javascript, HTML, and Win/Mac applications: Excel, Powerpoint, Word
- **Languages:** Spanish (fluent) and Greek (conversational)
- **Hobbies include:** playing the banjo, hiking, building websites, and trying new restaurants in San Francisco